CLAIMS

I claim:

1.   A business method for providing a hosted application service, comprising the step of:

5   providing an instruction to be embedded in a customer document wherein said instruction retrieves hosted service information from an application service provider system and integrates said information into said customer document at a user location.

2.   The method of claim 1, wherein said customer document does not reside

10   on said application service provider system.

3.   The method of claim 2, wherein said application service provider system includes a server, said customer document is an HTML Web page, and said user location comprises a user Web browser.

4.   The method of claim 3, wherein said instruction retrieves hosted

15   application service information by initiating a service resource request from said application service provider server.

5.   The method of claim 4, wherein said instruction further directs dynamic information to be passed to said application service provider server during said resource request.

20   6.   The method of claim 5, wherein said dynamic information is passed to said application service provider server using a query string.

7. The method of claim 5, wherein said dynamic information is passed to said application service provider using a cookie.

8. The method of claim 5, wherein said hosted application service information is determined in response to said dynamic information.

5   9. The method of claim 8, wherein said application service information comprises a link to a document residing on a customer server.

10. The method of claim 9, wherein said link is coded so as to preserve dynamic information.

11. The method of claim 10, wherein said link is coded so as to preserve dynamic information using session variables.

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12. The method of claim 11, wherein said link is coded so as to preserve dynamic information using URL munging.

13. The method of claim 12, wherein said instruction is an HTML tag.

14. The method of claim 13, wherein said service resource is a JavaScript source file.

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15. The method of claim 14, wherein said link is an HTML form.

16. The method of claim 15, wherein said hosted application service comprises a search engine.

17. The method of claim 8, wherein said hosted application service

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information comprises a second instruction that retrieves new hosted service information from an application service provider server and

integrates said new information into said customer document at said user location.

18.   A business method for providing a hosted application service comprising the steps of:

5   providing an administrative interface via a computer network;

providing, via said administrative interface, an instruction to be embedded in a customer document, and

providing a hosted service in response to said instruction.

19.   The method of claim 18, wherein said instruction retrieves hosted service information from an application service provider server and integrates said information into said customer document at a user location.

20.   The method of claim 18, wherein said administrative interface comprises customization tools adapted to customize the appearance of said information within said customer document.

15   21.   The method of claim 20, wherein said administrative interface comprises a customer enrollment form.

22.   The method of claim 21, wherein said hosted application service comprises a hosted site search engine.

23.   The method of claim 22, wherein said business method further comprises

20   the step of providing a robot to index a customer Web site.

24.   A business method comprising the step of:

providing, upon request of a user, hosted application service information

from a remote location, said information being integrated into a customer

document at a user location such that it appears to the user that the information

came from a network document of said customer.

5   25.   The method of claim 24, further comprising the step of:

providing, via an administrative interface, an instruction to be embedded in

a customer document wherein said instruction retrieves hosted service

information from an application service provider server by initiating a service

resource request from said application service provider server.

10   26.   The method of claim 25, wherein said customer document is an HTML

Web page that does not reside on said application service provider server

and said user location comprises a user Web browser.

27.   The method of claim 26, wherein said instruction further directs dynamic

information to be passed to said application service provider server during

15   said resource request and said hosted application service information is

determined in response to said dynamic information.

28.   The method of claim 27, wherein said HTML Web page comprises a link

to a document residing on a customer server and said link is coded so as

to preserve dynamic information using URL munging.

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